Chapter 2: General Design Guidelines

2.1 Introduction

Although each of the five Sedona Main Street character districts – State Route 89A, Jordan Road, Mixed Use Neighborhood, Hwy 179, Brewer Road – is distinct and unique, there are some design guidelines that will apply more universally to most projects. This Chapter contains those general guidelines, along with details that may supplement or reinforce earlier guidelines presented in Chapters 2 through 6. If questions still remain about a particular subject or issue, refer to the City of Sedona's Design Review Manual.

2.1.1 Design Principles

The guidelines in this chapter are intended to uphold the following basic design principles:

- Be sensitive of Sedona Main Street's significant surrounding natural environment in new design and renovations,
- Strengthen the Sedona Main Street image through appropriate architectural detailing,
- Create a pedestrian-oriented and human-scaled environment,
- Protect the existing historic fabric as structures undergo changes,
- Incorporate the principles of sustainable development, sustainable design, and sustainable building practices,
- Provide for ample landscaping and site amenities; and,
- Promote businesses through attractive signage, which is appropriate for Sedona's character.

2.2 Site Design

Sedona's natural environment is the most important consideration in site design. New development within the Sedona Main Street district should be sensitive to significant natural and built features, scenic views, and climate of the site. Appropriate building placement and orientation will help ensure sensitive design within the context of the site.

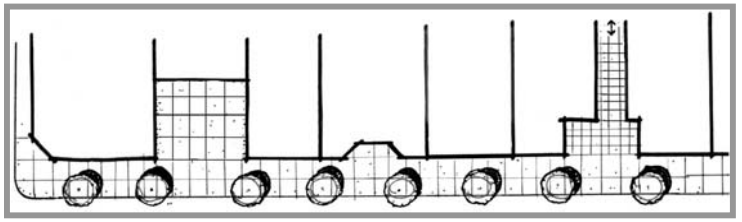
2.2.1 Building Orientation

- A building should be situated to take into account such elements as airflow, solar orientation and exposure, topography, other natural features and other buildings. Proper siting can make the building more energy efficient and reduce the size or need for many costly mechanical systems. Where possible, buildings should be oriented so that the longest axial dimension faces within 20 degrees of south to maximize the potential for passive solar gain and natural lighting.

- Building setbacks should be consistent with existing patterns of development. Refer to the appropriate chapter for preferred setbacks in your district.

- Buildings should be oriented to preserve and take advantage of scenic views of red rock outcroppings, Oak Creek, and other natural features.

- Portions of a building's façade should be set back to provide areas for plazas, pedestrian areas, pedestrian paseos, outdoor eating spaces, and small landscaped areas.

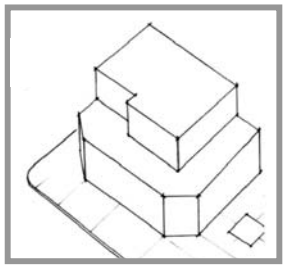


Facade setbacks along a street front provide areas for pedestrian areas, plazas, and outdoor eating spaces.

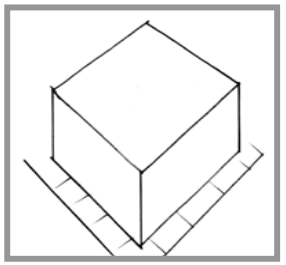
- Primary entrances should be oriented toward major streets and sidewalks to encourage a high level of pedestrian activity. Clearly defined pedestrian paths should be provided to primary entrances.

- The relationship between buildings, as well as between buildings and sidewalks, is important in creating a pleasant pedestrian environment. Buildings should be linked together by landscaped sidewalks, plazas, courtyards, pocket parks, and passages.

- For buildings located on corners, the provision of corner setbacks and cutoffs is encouraged to facilitate pedestrian movement, provide better visibility for drivers, and accentuate corner buildings. However, the primary mass of the building should not be placed at an angle to the corner.



Encouraged



Discouraged

- Grading for new development should also be sensitive to natural surroundings and should emphasize scenic vistas and natural landforms. Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/existing vegetation.

- Avoid massive scaled new development through the use of varied setbacks and varied placement of multiple small structures.

2.2.2 Parking

- Locate parking areas to the rear of buildings, along alleys, or on side streets whenever possible.

- Parking lots should be broken up into smaller parking modules separated by landscaping.

- Vast expanses of uninterrupted pavement should be avoided to minimize visual impacts, drainage issues, heat buildup, and to minimize the impact to the natural environment.

- Parking lot and other paved surfaces should meet the principles of sustainability. Darker heat collecting surfaces, such as asphalt, should be avoided or minimized. Permeable surfaces and surface containment that reduces water runoff should be used. The life- cycle of the surface material from its origin to long-term maintenance costs to the environmental impact of disposal should be considered.

- Street adjacent parking areas should be attractively landscaped with peripheral planting strip of trees and shrubs in order to continue the linear street frontage created by the existing buildings and to soften harsh edges.

Landscape buffer between buildings and parking areas

- Parking lots should be softened through the use of trees, landscaped islands, potted plants, benches, and other amenities

- Parking lot surface materials will not detract from the surroundings and may be of natural rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.

- Driveways should be kept to the absolute minimum number and width required for the project to avoid conflicts with pedestrians.

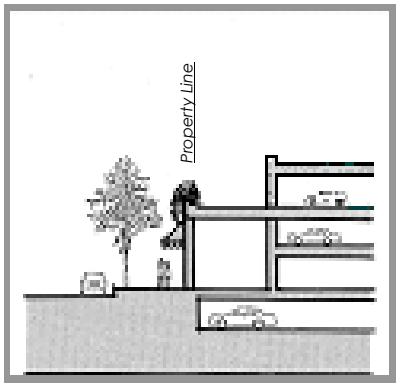
- Common/shared access drives and shared parking circulation aisles are strongly encouraged in adjacent parking areas. Adjacent parking lots should be interconnected when possible.

- The provision of safe, convenient pedestrian links between parking areas and businesses is an important element. Parking areas should be linked directly to public sidewalks, pedestrian walkways, mid-block paths, alleys, or open space areas.

- Incorporate bicycle parking into parking lots as appropriate.

2.2.3 Parking Structure Design

- If parking structures are permitted along public street frontage, ground level retail or offices must be incorporated into the design.



Incorporate retail or other compatible uses on ground floor in parking structure design.

- Horizontal and vertical façade articulation, especially on multi-level structures is encouraged through changes in the wall plane, recessed entries, and other architectural details. Exterior elevations should be consistent with the main building façade and should include window patterns.

- Considerable rock accents should be incorporated on the exterior elevations of the garage. At a minimum, at least 30% of the solid wall portions should be covered in rock, appropriate to the character district.

- Utilize dense canopy trees clustered together, vines, and architectural features to help screen back walls and to screen parked cars on top level of garage.

2.2.4 Screening

- Refuse storage, utilities and other equipment should be located out of view from the public and screened to the highest degree possible.

- Screening devices must be compatible with the architecture, materials, and colors of the building(s).
- Incorporating creativity and art in the design of screening devices is encouraged, providing the art/design is congruent with the rural character of the associated character district.
- All exposed and visible vent pipes and other mechanical equipment shall be fully enclosed consistent with the building's materials and architectural style.
- Landscaping should be incorporated into the design of screening for refuse storage, utilities and other equipment areas to help with screening and to soften the appearance.

Art and creativity are encouraged in the design of screening

Refuse storage and other equipment should be screened

2.3 Architecture

The construction of new buildings and rehabilitation of existing structures is important to continued economic vitality of Sedona. These new/rehabbed buildings should be compatible with the existing more traditional buildings which successfully incorporate arrangement and function of such materials. Since new buildings are constructed on vacant lots, thus filling "holes" in the street frontage, they are called "infill" buildings.

New infill buildings should take care in material selections and correct architectural detailing to avoid looking like cheap historic imitations. New structures should be sympathetic and compatible with the surrounding buildings in terms of mass, scale, height, façade rhythm, placement of doors and windows, color and use of materials without feeling that they have to precisely duplicate an architectural style from the past to be successful.

2.3.1 Architectural Styles

- While a predetermined architectural theme is not required of new/rehabbed structures, there are a number of architectural styles and forms that best fit the character of each district. Refer to the Chapter for appropriate styles in your district.
- Designers should familiarize themselves with the design elements and details used on older buildings in the Sedona area and should incorporate updated versions of these older designs.
- Architectural "gimmicks" should be avoided. Avoid the use of dramatic visual contrast from neighboring structures as an attention-getter.

- Side and rear building facades should have a comparable level of design detail and finish compatible with the front façade, particularly if they are visible from streets, adjacent parking areas, or residential uses.
- Large developments shall include varying architectural styles within the project to reduce project uniformity and introduce an eclectic mix of buildings to achieve an incremental character.
- Avoid massive scale in new development through façade articulation and detail.
- Standard corporate and/or franchise style architecture is not acceptable. Chain store architecture must be compatible with surrounding architectural styles and materials.

2.3.2 Building Materials

- Manmade materials simulating natural products/ materials are strongly discouraged.
- The use of sustainable building materials is encouraged. Sustainable building materials are those that improve the energy efficiency of a building and that incorporate recycled materials, such as steel or recycled insulation materials in order to reduce material intensity, and in the case of wood products, are harvested from sustainably managed forests and are made from rapidly growing plant materials, such as bamboo or cork Products that use toxic binders should be avoided. Building materials that are produced locally (within 500 miles) will minimize the impact to the environment by minimizing transportation.
- Materials consistent with local vernacular architecture, as well as indigenous to the area/region are desired.
- Coarse and highly textured materials that create shadow patterns are preferred.

Clear separation of building materials

- Limit the variety of building materials to be used.

- Material changes should generally occur at a change in building plane. If a change is proposed along the line of a single plane, a pronounced expansion joint should be used to define a clear separation.

Recommended Materials

- Genuine "red rock"
- Dimensioned cut red sandstone
- Board and batten
- Beams and timbers

Recommended building materials

- If stucco is used, it should be limited and only used to complement the predominant architectural styles of the particular character district.
- Horizontal wood siding
- River rock (primarily along the Oak Creek Corridor)
- Treated wood shake roofs
- Non-reflective metal roofs
- Clay or cement tile roofs

Discouraged Materials

- Imitation masonry (e.g. concrete block)
- Highly reflective or opaque glass
- Imitation or concrete flagstone
- Used brick with no fired face
- T-111 siding
- Plastic panels
- Brightly colored tile (orange, blue, etc.) roofs
- Corrugated fiberglass roofs
- White, black, brightly colored or reflective roofs

2.3.3 Color

There are an unlimited number of colors and color combinations, and the appropriateness of any given color or combination for a particular building will depend on a number of factors, including, architectural style and details, building material, building size, building context, etc.

- Color should be used to blend the built environment with its surrounding natural environment.

- In general, use no more than three colors on a façade, including "natural colors" such as unpainted stone or brick.

- Use more subtle colors on larger buildings. Use stronger colors only to highlight elaborate detailing.

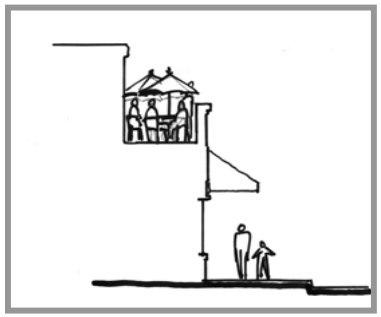
- Color changes should generally occur at a change in building plane.

Buildings without variation appear flat and monotonous.

- Use contrasting colors to accent architectural details, window trim, and entrances.
- Color should not be used to obscure the integrity of natural building materials.
- Exterior colors should be compatible with the surrounding character district and adjacent buildings.
- Where appropriate, building colors should reflect the basic colors of the architectural style or period of the building. Historic color palettes based on research, old photographs, and historic records is strongly encouraged.
- Stain and flat paints are desirable and encouraged. Matte finishes are encouraged while glossy paints and finishes are strongly discouraged.
- Colors should be chosen and analyzed on both sunny and cloudy days to ensure the desired appearance.
- The use of corporate signature color schemes on buildings and signs is strongly discouraged.

2.3.4 Building Mass and Organization

- When appropriate, limited use of vertical elements, such as piers, columns, etc. can be incorporated into a building's design to break up the massing and to create visual interest.
- Large, undifferentiated wall planes are strongly discouraged. Significant horizontal and vertical articulation should be expressed on all sides of a building visible from pedestrian viewpoints through:
    - Variation of roof eave line or roof structure
    - Changes in the wall plane
    - Full roofs with overhang
    - Recessed entries and doors
    - Covered walkways, trellises and/or architectural awnings
    - Architectural details consistent with style
- Building mass and features should reasonably allow for unrestricted views of the surrounding natural beauty of Sedona.
- New construction should be sympathetic and compatible with surrounding buildings in terms of mass, scale, and height.



A reduced second story floor area can be used for outdoor

Appropriate infill development

- Relationship of height to width proportions of existing facades should be respected in infill development.

- Building mass should be reduced on structures with two stories by "stepping back" the second story. A reduced second story floor area and building mass can allow for attractive balconies and outdoor spaces.

2.3.5 Roofs

Rooflines of new buildings should be consistent with buildings on adjacent properties to avoid clashes in building height.

- Roofs may be flat or pitched. Rooflines should be consistent with the architectural style of the building.

- The visible portion of pitched roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.

- Special design consideration shall be taken for roof design and roof materials when a building is in the viewshed of properties nearby and higher in elevation, or seen from other parts of Sedona.

- Multi-planed roofs are encouraged to divide horizontal surfaces into smaller scale elements, providing strong shade and shadow areas that can be used as protection from the sun.

- Overly exaggerated roof pitches that create prominent features to buildings such as A-frames, mansard roofs, geodesic domes, or chalet style buildings are discouraged.

- Any rooftop equipment must be concealed from public view. Said screening method must be an integral part of the building's design.

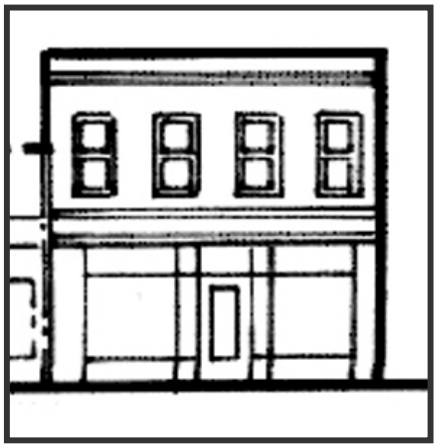
2.3.6 Windows

- Windows are an important element of a building's overall composition and architecture. Windows should be consistent with the predominant architectural style.

- Wood frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed (e.g. a larger window should have thicker framing members).

- Windows and large areas of glass should be recessed in deep shadow to reduce glare. Glass should be inset a minimum of 3 inches from the exterior wall surface to add relief to the wall.

- Windows are part of a building system and can affect a building's overall energy performance. The use of sustainable practices are encouraged and include minimizing the total amount of glazing, selecting windows with low U-values, low Solar Heat Gain Coefficients (SHGC), and low-E coatings or other technologies that reduce heat transmission through the glass, using light tubes to bring natural light to interior spaces, and using sun-blocking screens or shades on east and west facing windows to cut heat gain in the summer. South facing windows should incorporate overhangs that block the direct sun from entering the building during summer months.



Upper story window to wall ratio should be smaller than first floor.

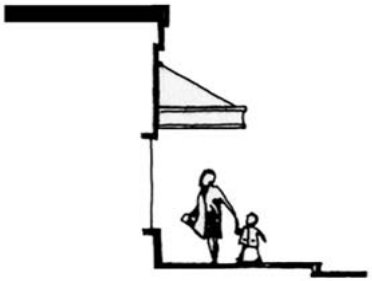
- Clear glazing is strongly recommended. Reflective glazing and tinting is discouraged.
- Glass should be non-reflective and not heavily tinted in order to reduce mirror effects.
- Interior shading treatment that may be visible from the exterior should be compatible with the exterior wall colors.
- In general, upper stories should have a window to wall area proportion that is smaller than that of ground floor storefronts (typically 30 to 50 percent).
- The use of security grilles on windows are discouraged as they communicate a message of high crime and are difficult to integrate into the building design.
- Contemporary floor-to-ceiling glass display windows are discouraged.

2.3.7 Doors

- Doors should be consistent with the predominant architectural style of the building.
- Doors should match the materials, design, and character of window framing.
- Entries to commercial structures should be clearly defined and articulated.

- Recessed entries that provide for weather protection and a transition zone from sidewalk activity into the businesses are strongly encouraged.

- Providing rear pedestrian entrances via alleys and



Building elements should be designed at human scale.

parking lots is encouraged. Improvements to rear facades may include signs, landscaping, and awnings, but should not compete with front façade.

2.3.8 Architectural Details

- Architectural details should be used with the appropriate style within each district. The styles are typified by a series of "character defining elements" that are felt to be desirable building components and which should be used appropriately.

- A strong relationship to the terrain to help anchor buildings should be established through the use of low planter walls, trees and shrubs, railings, veneer banding, and other materials and textures.

- The scale of the building elements, especially at the ground floor level, should be kept at human-scale using small parts and accents.

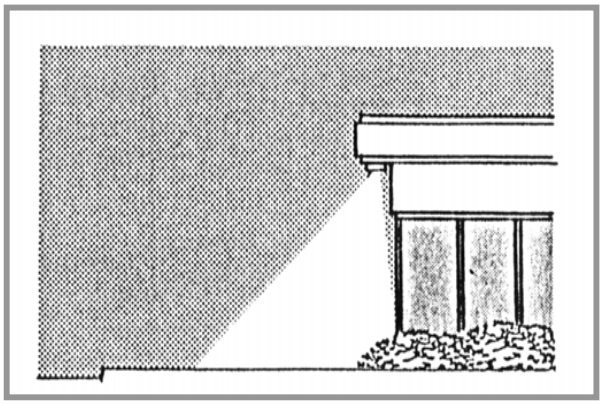
- Special architectural features should be used to accent buildings at prominent street corners and at the terminus of a street corridor or pedestrian way.

- Where the façade is divided into distinct storefronts, it is desirable to cover portions of the façade with an arcade, but preferably not along its entire length.

    - The width of the covered arcade should be no less than six feet from the exterior to the inside of supporting columns or piers.

    - Arcade columns and supports should appear thick and substantial enough to structurally support the overhead shed roof element. Local natural materials including red rock, wood, or a combination of both can be utilized.

- Down-directed, exterior lighting should be designed as part of the overall architectural style of the building and should highlight interesting architectural features. The lighting of full façades or roofs is discouraged.



Confine light spread to within site boundaries

- Lighting should not produce glare or spill over onto adjacent properties from interior or exterior of stores and buildings. The latest technical and operational energy conservation concepts should be considered in lighting designs.

- Walk-up ATM's, vending machines, multi-functional kiosks and similar uses should be integrated into existing or planned building designs and not included as an afterthought.

2.4 Building Renovations and Additions

The renovation/restoration of existing structures provides an excellent means of maintaining and reinforcing the historic character of Sedona. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.

When an existing structure is to be renovated or added to, care should be taken to complete the work in a manner that respects the original design character of the structure. The appropriate design guidelines in this section are to be implemented whenever a significant or historic structure is to be renovated or expanded.

In addition, renovation of all structures of historic significance should follow *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Structures,* published by the U.S. Department of the Interior, National Park Service.

Construction wastes are an inevitable by-product of building renovations and additions. A waste management plan should be developed that reduces the wastes sent to landfills. Recycle bins for wood, cardboard, wallboard, steel, and other recyclables should be used. Grinding or chipping of materials and incorporating them into the site is desirable.

2.4.1 Renovations

- The design of any improvements should grow out of the remaining traditional details and create a harmonious background, which emphasizes them. If original decorative details remain, they should be restored and incorporated into the new design.

- All existing historic decoration should be preserved. This adds a richness of detail that reinforces the traditional character of Sedona.

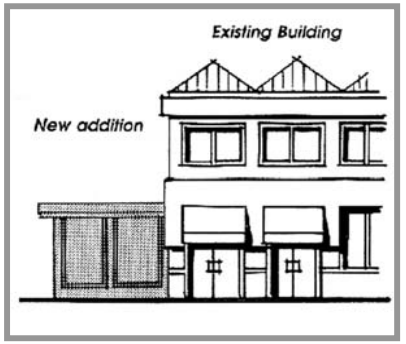
- Existing building elements incompatible with the original façade design of the building should be removed. These include excessive use of exterior embellishments and "modernized" elements such as metal grilles or rusticated materials.

- Where the original storefront remains, it should be preserved and repaired with as little alteration as possible.

- Where only part of the original storefront or building facade remains, the storefront should be repaired, maintaining historic materials where possible. The replacement of extensively deteriorated or missing parts with new parts should be based on surviving examples of transoms, bulkheads, pilasters, signs, etc.

- Where the original storefront or facade is completely missing, the first priority is to reconstruct the storefront based upon historical, pictorial, and physical documentation. If that is not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.

Encouraged



Discouraged

- When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type as the original window.

- The original window openings should be retained whenever possible. If the existing ceiling has been lowered, the dropped ceiling should be pulled back from the original window.

- If possible the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins should be replaced with similar material.

- Original doors and door hardware should be retained, repaired, and refinished provided they comply with ADA requirements.

- If new replacement doors are necessary, they should be compatible with the historical character and design of the structure.

2.4.2 Additions to Existing Structures

- Additions should be interpretations of the existing buildings wherein the main characteristics of the existing structure are incorporated using modern construction methods. This may include: the extension of architectural lines from the existing structure to the addition; repetition of window and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar, yet distinct, architectural details (i.e., window/door trim, lighting fixtures, tile/brick decoration).

- New additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.

Encouraged

Discouraged

2.5 Landscaping & Amenities

Landscaping should be an integral part of the overall design concept. A carefully planned landscape is able to serve more than one function for the site as well as the streetscape. The landscaping and public spaces within Sedona add character as well as provide a functional purpose. The landscaping also serves to preserve and restore the scenic qualities of the natural landscape by retaining and/or re-vegetating areas with native plant species.

Encouraged use of local plants and features

The City of Sedona Land Development Code, Landscaping (Section 910.05, General Landscaping Requirements and Regulations, Table 9-H) outlines the minimum standard landscaping requirements.

2.5.1 Landscaping

- Existing features such as mature trees, shrub masses, washes, and rock outcroppings should be recognized, preserved, and incorporated into the design.

- The use of native plants and natural landscaping is strongly encouraged. For guidance on plant selection and approved plant materials, refer to the approved plant list in the City's Design Review Manual.

Raised landscaping bed creates a buffer between uses

- Landscaping should be used to create boundaries between buildings, different developments, and incompatible uses.

- Landscaping should be used for screening parking areas, refuse storage, and utilities, as well as for aesthetic purposes.

- It is important for landscape designers of new development to understand the specific site conditions and the environmental water and maintenance requirements of selected plant materials.

- The landscape design of a new project or renovation should blend with the dominant existing or planned streetscape and character of the area.

- The plant and site materials should be with the context of its environment including scale and density.

Residential scale and density of landscape

- Along streets and highways, plant materials must be selected and placed to avoid blocking sight lines at intersections and curb cuts.

- Buildings should be softened and anchored to the site and surrounding environment with landscaping.

- Raised planters are acceptable when designed to accentuate the architecture and/or enhance pedestrian areas.

- Natural rocks and boulders, consistent with local geology and the specific character districts, are encouraged in landscaped areas to add interest and variety and should be grouped in a manner that reflects the natural rock outcroppings in he area.

- Sidewalks, walkways, and pathways should be of permeable surfaces whenever possible. Surface containment that reduces water runoff from hard surfaces should always be addressed.

2.5.2 Public Spaces and Amenities

- Plazas, courtyards, pedestrian paseos, and gardens are strongly encouraged.

- Projects should provide site amenities and other design features that encourage pedestrian utilization, including benches, seating areas, public art, bicycle racks, and lighting. Design of amenities should be consistent throughout the project.

Well-designed public space and amenities

- Outdoor spaces should be designed with public amenities and landscaping that provides shade, an opportunity to rest, and adequate lighting.

- The location of site amenities should not interfere with pedestrian movement.

- Public spaces should include a variety of appropriately designed pedestrian amenities that may include the following:

    - **Benches and seating** of natural red rock, river rock, and wood are encouraged. Creative benches, as well as rock planters with integrated seating, are encouraged.

    - **Site furniture (chairs, tables)** should be simple in design and not detract from the surroundings. It should be designed to maximize shade areas while also maintaining overall site visibility.

    - **Wind resistant umbrellas** are encouraged to create shade areas and to minimize heat build up.

    - **Trash and recycling containers** should be appropriately sized and located not to interfere with pedestrian circulation or design and should be enclosed in red rock or other local natural/simple materials.

    - **Cigarette receptacles** should be located in open environments and should be enclosed in containers that blend well with the setting.

    - **Bicycle racks** should be located in areas that do not conflict with pedestrian and/or vehicular movement. The design of the racks should be complementary to the environment where it's located and may function as a work of art incorporating functional artistic elements.

    - **Kiosks** directing pedestrians to local amenities and displaying community information should be considered as an important element of any larger public space design. Kiosks should incorporate architectural details of red rock and heavy timber.

    - Identifiable **decorative paving** that helps to add visual interest and a sense of place is encouraged.

Good example of a trash container

Decorative paving adds visual interest

- **Drinking fountains** housed in simple and easily identifiable design which blends with the surrounding environment and reflects historical building materials. Multi-use fountains with "pet" drinking bowls are encouraged.

- If appropriate, low level, **decorative lighting** should provide appropriate nighttime visibility for safety and pedestrian movement as well as providing accent detail. Wall mounted exterior sconces may also be appropriate.

- **Magazine/news racks** should be located in enclosures that reflect their surrounding environment and should not affect pedestrian circulation. They should be grouped together in a "cluster" style and shall not be located as stand alone racks.

- **ATM machines** should be located in an area that visually does not detract from the site, impair pedestrian circulation and should ideally incorporate red rock or other local natural material in the housing of the machine or its foundation.

- **Public telephones** should be housed in simple and easily identifiable designs that blend with their surroundings and reflect historical building materials.

Encouraged

Discouraged

- Interpretive Signs may be incorporated as an integral part of the design of pedestrian spaces. Design features that highlight the area's history and historical and natural environment are encouraged.

- Public art/design features that invite participation and interaction in public spaces are encouraged. Design features should add local meaning, interpret the local culture, environment and/or history, and capture or reinforce the unique character of place (interpretive features and signs, sculptures, etc.).

- Murals shall only be allowed on building walls that are visible from interior courtyards and alleys. Murals shall not be readily visible from public rights-of-way. Murals shall not include commercial advertising of any kind. Murals shall reflect the local environs and/or history.

2.5.3 Walls and Fences

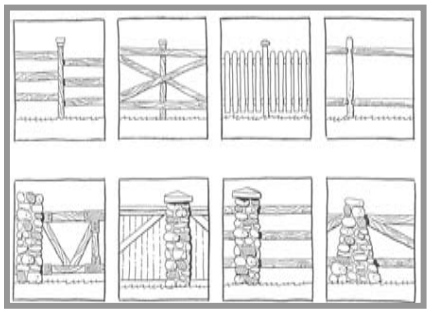
- Walls and Fences should be designed to be compatible with the surrounding landscape and architectural features of the building.
- Walls and fences should follow the terrain on slopes in a stepped fashion and not impede or divert the flow of water in drainage ways.
- Walls and fences should be designed to increase the shadow pattern so as not to create a continuous blank wall and reduce mass.
- Chain link fencing, security wire, and razor wire are not allowed.
- Landscaping should be used to soften the appearance of walls and fences.
- Materials consistent with local vernacular architecture, as well as indigenous to the area are desired.
- Elements made of iron and other metals may be integrated into fence and wall designs if responding to architectural details.

Recommended Wall and Fence Materials

- Native stone and rock
- Wood/Heavy timber
- Vine covered trellises
- Textured concrete block or stucco surfaced walls (if compatible with adjacent buildings)

Discouraged Wall and Fence Materials

- Corrugated metal
- Bright colored plastic
- Non-textured or unfinished concrete or block walls



Encouraged fence design and materials

2.6 Signs

This section provides basic design guidance for all signs, regardless of specific type or location within Sedona. The guidelines address issues related to sign legibility, placement, color, materials, illumination. These basic guidelines are followed by specific sign type descriptions that are encouraged within individual districts. These guidelines are intended to help business owners put up quality signs that add to and support the style of their district.

***Please Note**: All signs must comply with the regulations contained in the Sedona Land Development Code.*

2.6.1 Sign Legibility

- A brief message should be used whenever possible. The fewer the words, the more effective the message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive. Businesses with long names are encouraged to use a generic identification (e.g. "CLEANERS") rather than force too many words into the allowed sign area.

Good use of text, symbols, and color

- An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering style and spacing.

- Avoid hard-to-read, intricate typefaces. Typefaces that are difficult to read reduce the sign's ability to communicate.

- Letters and words should not be spaced too close together. Crowding letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. Letters should not occupy more than 75 percent of the sign face.

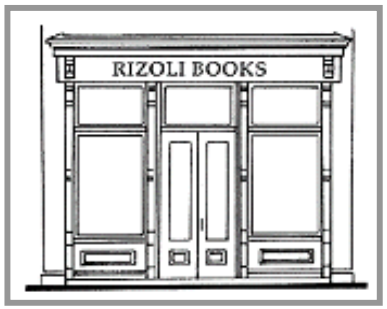
- The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs (generally up to ten square feet) and three for large signs.

- There should be an adequate amount of contrast between the colors to increase legibility. If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.

- Symbols and logos should be used in place of words whenever possible. Pictographic images will usually register more quickly in the viewer's mind than a written message. If the nature of the business suggests a particular symbol to identify the business, this should be incorporated into the sign.

2.6.2 Sign Placement

- When multiple tenants share a development site, signs should be integrated as one unit to create shared identity for the property or be located and designed as a unified package so that signs do not visually compete with each other.



Encouraged sign placement

Discouraged sign placement

- Signs should be designed to relate to the architectural features of the building on which they are located.

- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.

- Signs should be placed consistent with the proportions of the building's façade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area.

- Signs should not be located so that they cover or interrupt the architectural details or ornamentation of a building's façade.

- Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.

- The location and extent of signs and advertising should not obstruct scenic views.

- Repetitious signage information on the same building frontage should be avoided.

Repetitive signage is discouraged

2.6.3 Sign Color

- Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility. Colors should be limited to no more than three on a single sign.

- Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced with light colored letters and images on a dark contrasting colored background.
- Bright day-glo (fluorescent) colors should be avoided as they are distracting and do not blend well with other background colors.
- Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.
- Signs should not be painted directly over stone facades.

2.6.4 Sign Materials

- Materials should be selected with consideration for the architectural design of the building's façade. Sign materials should complement the architecture and materials of the structure.
- Appropriate sign materials may include:
  - Wood (carved, sandblasted, etched, properly sealed and painted or stained)
  - Red rock and river rock
  - Tile (painted, sealed, inlaid tiles)
  - In certain cases, metal may also be appropriate (formed, etched, cast, engraved, and properly primed or factory coated to protect against erosion).
  - Stucco
  - Decorative iron brackets or wood are preferred for sign hardware support.
- The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.

Appropriate use of materials

- Sign materials should be very durable. Paper and cloth signs are not suitable for outside because they deteriorate quickly.
- Individually mounted internally illuminated channel letters, and internally illuminated plastic faced cabinet signs are strongly discouraged.

2.6.5 Sign Illumination

- First, consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window graphics are used.
- Other than "open " signs, digital or electronically lit messages of any kind or signs having the same effect are prohibited.

- It is best to illuminate the sign by a shielded external source of light because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign will cast light on the sign and generally a portion of the building as well.

- Whenever external lighting fixtures are used, care shall be taken to properly shield the light source and direct the light down to preserve the night sky.

- Back-lighted solid letters, are preferred to internally illuminated letter signs. Signs consisting of opaque individually cut letters mounted directly on a structure can often use a distinctive element of the structure's façade as a backdrop, thereby providing a better integration of the sign with the structure. Visible raceways and transformers for individual letters are discouraged.

- Blinking, rotating, flashing, hanging, or reflecting lights are prohibited.
- The use of illuminated "open" signs is strongly discouraged as it detracts from the small town quality and character of Sedona.

2.6.6 Encouraged Sign Types

Wall Signs

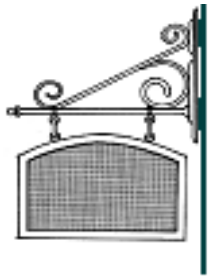
- A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a band or blank area between the storefront and the parapet.

- Wall signs should not project from the surface upon which they are attached more than that is required for construction purposes and in no case more than 6 inches.

- Wall signs and "ghost" signs painted directly on a structure may be appropriate in some cases.
- Internally illuminate cabinet-type signs are discouraged.
- New wall signs for individual businesses in a shopping center should be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.
- For new and remodeled shopping center, a comprehensive sign program for all signs in the center should be developed.

Projecting Signs

- The use of small, pedestrian-oriented signs is strongly encouraged in some districts.
- Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.

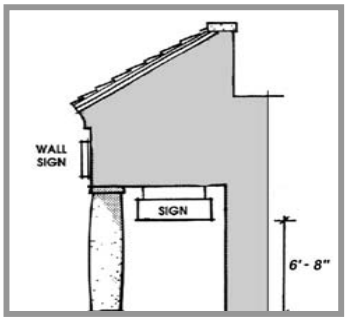


Small projecting signs reinforce pedestrian scale. (hung perpendicular to face of building)

- The scale of projecting signs should not detract from the architectural character of the building.
- Projecting signs should be hung perpendicular to the face of the building.
- Sign supports and brackets should be compatible with the design and scale of the building. Decorative iron and wood brackets are encouraged.
- Avoid damaging brick and stonework; brackets should be designed so that they can be bolted into masonry joints when possible.
- Internal illumination of projecting signs is discouraged.

Hanging Signs

- Where overhangs or covered walkways exist, pedestrian oriented hanging signs are encouraged. Signs should be hung over the pedestrian right-of-way consistent with the City Code.
- Hanging signs should be simple in design and not used to compete with existing signage at the site, such as wall signs.



Hanging sign location

Awning Signs

- The text of awning signs should be located only on the valance portion of the awning. Letter color should be compatible with the awning and the building color scheme.
- The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on the building, the design and color of the sign awnings should be consistent with all other awnings.

God example of awning signage

- Backlit, internally illuminated awnings are strongly discouraged.
- Only permanent signs that are an integral part of the canopy or awning should be used. To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.
- Awning signs should be painted directly on the awning. The use of adhesive/press lettering is strongly discouraged.

Window Signs

Please Note: *Interior signs 12-inches or less from the window are considered as exterior advertising signs and as such are counted in the overall sign square footage limits of the City's zoning regulations.*

- Window signs (permanent or temporary) should not cover more than 25-percent of the area of each window.
- Window signs should be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. Off-white and gold-leaf paint are the recommended colors. Glass-mounted graphic logos may also be applied as long as they comply with the 25-percent limitation.

Good example of a window sign

- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. "maternity wear" or "attorney"), or pertinent information (e.g. "reservations required").

Monument Signs

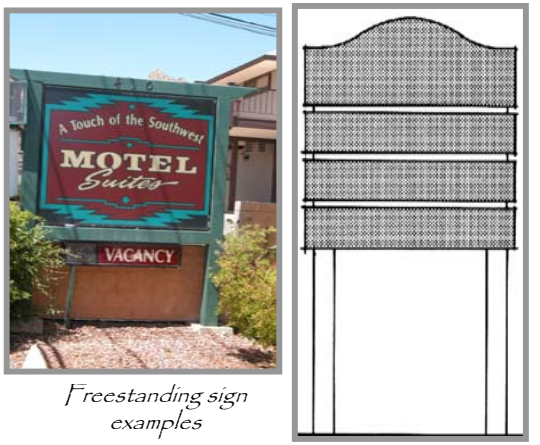
- Monument-type signs (on ground) are strongly encouraged.
- The sign area and height of the sign should be in proportion to the site and surrounding buildings. Signs should not be overly large so as to be a dominant feature of the site.

Good examples of monument

- Monument signs should be placed perpendicular to the street.
- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.
- Monument signs should be designed to create visual interest and complement their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows:
  - Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilasters, cornices, and similar details to provide design interest.
  - Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s).
  - Monument signs shall incorporate landscaping at their base.
  - Landscaping around monument signs should be designed to ensure the long-term readability of the sign.

Freestanding Signs

- For house conversions, bed and breakfasts, and other small-scale commercial uses, simple, low freestanding signs may be appropriate.
- Freestanding signs supported by two poles or structures are encouraged over signs supported by single poles, which may appear top heavy.
- Freestanding signs should incorporate architectural elements into the sign portion, as well as the supporting structure.



Freestanding sign examples

Freestanding signs should incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face.

Figurative Signs

- Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.

Good example of a figurative sign

2.6.7 Strongly Discouraged Sign Types

- **Pole Signs** - Large signs supported by a single pole are strongly discouraged in all of the districts. These signs are typically out of scale with the built environment and designed for high-speed interstate traffic.

- **Neon Signs** - Signs that are internally illuminated letter signs are strongly discouraged within all districts, especially "open" signs.

- **Cabinet Signs** - Internally illuminated cabinet or awning signs are strongly discouraged in these districts. These signs, where only the sign face is illuminated, tend to stand out and not appear integrated with the building's façade.